



Impact report 2024-25

[SOLEILMARKETING.CO.UK](https://soleilmarketing.co.uk)



Theory of change

I am committed to helping purpose-driven businesses achieve the greatest possible impact through more effective marketing and communications.

I do this by working with social or environmentally-focused organisations to:

Develop marketing and communication strategies to increase revenue, profit or fundraising

Create promotional content to increase reach and impact

Provide training and mentoring on sustainable marketing

Staying accountable, going further

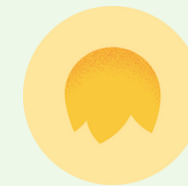
Commitments



Volunteer for at least
24 hours a year for
community causes



Donate one
percent of annual
turnover to charity



Record and report
on our carbon
emissions annually



Support causes
such as the Better
Business Act





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It's been an exciting year - not without its challenges - but one filled with some great community and pro-bono work.

I spent an amazing couple of days as an Event Maker at the first ever B Corp Festival, supported some amazing charities and stuck to the goal of keeping carbon emissions down below 3.54 tonnes.

I'm looking forward to seeing what the next year brings.

Maria Soleil, Director at
Soleil Marketing



MARIA SOLEIL, DIRECTOR
AT SOLEIL MARKETING

The metrics

Community



1 - 2% of total annual work hours given to help purpose-driven causes or organisations



1% of annual turnover donated to social or environmental causes

Customers



At least 60% of revenue from purpose-driven businesses



At least four purpose-driven organisations supported with marketing services

Environment



Maintain and aim to reduce 3.5 - 4 tonnes of CO2e per year



Achieve carbon net zero by offsetting all remaining business carbon emissions

The results

Community



33 hours donated
(3% of hours worked)



£1,235 donated,
including B Lab fee
(3% of turnover)

Customers



100%
of revenue from purpose-
driven organisations



Five
purpose-driven
organisations supported

Environment



2.12 tonnes of CO2e
(reduced from 2.67)



Offset 2 tonnes
through Forest Carbon

Charity and pro-bono support



**LOUDER
THAN >>
WORDS**

The B Corp Festival
Sep 10 - 11. Oxford, UK





Let's work together

Email maria@soleilmarketing.co.uk

Message [on LinkedIn](#)

Book a [30 minute intro call](#)

Book a [Marketing Impact call](#)

